



# Magdalena Broniec

## ABOUT ME

I am a person with significant skills in the field of sales, marketing, loyalty programs and team management. I love working with people, I am happy to share my knowledge and I am very eager to learn new things, it can be noticed after new courses and recently completed management studies. I successfully strengthened and motivated the team with over 100% targeted results and we always ended up adding regular customers to the ALL loyalty program.

## CONTACT

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## EDUCATION

### University of Warsaw

2018 - 2020 | Master's degree, Electronic Business Administration and Management

### Warsaw School of Tourism and Hospitality Management

2010-2013 | Tourism and Hospitality Management

## SKILLS

- ▶ Analysis
- ▶ Organization
- ▶ Teamwork
- ▶ Creativity
- ▶ Canva
- ▶ Social Media
- ▶ Computers
- ▶ Think outside the box
- ▶ Social Media
- ▶ Database
- ▶ Sale
- ▶ Open mind

## MY INTERESTS

- *marketing and the e-commerce industry*
- *ecology (animals, non waste, use TooGoodToGo application)*
- *psychology and personal development*
- *create and find a new meal recipes*
- *creating blogs on Facebook with fashion reviews and stuff for little dogs*
- *creating scripts and films for the TikTok social network*
- *learning c# and testing mobile and computer games*
- *dogs*
- *travels*

## TRAININGS/CERTIFICATES

- [Certificate of the completed course "Digital Marketing" 10/06/2022](#)
- [Certificate confirming a positive result in the exam on the Google course "Internet Marketing Fundamentals" on 9/06/2022 - certificate ID: 7LE E9P U78](#)
- [Diploma of Completion of Internship in Majorca](#) (Erasmus Program)
- "Difficult clients or difficult matters - that is, professional service for a difficult client"
- Certificate with basic Excel
- Certificate of completion of the Heartist Ambassadors program (away training to prepare for training in improving the effectiveness and motivation of Employees' activities)
- Certificate of Future Leader Program (one-year preparatory course for team management and leadership)

## EXPERIENCE

### SYNERTIME

PR ASSISTANT (practice) - 2015.08 - 2015.10

- media monitoring
- Nescafe Dolce Gusto Press Trip
- writing, editing and sending content to the online press and to newspapers
- checking publications on advertised products through the application
- creating a database (business contacts)
- creating advertising texts
- daily use of the application checking where my articles have been published
- contact with the professional editors

## **ORBIS S.A. (Accor Hotels Group)**

### **RECEPTIONIST - 2016- 2018**

- loyalty program ambassador (team motivator)
- making a reservation in the reservation system
- use of hotel applications and external distribution channels
- contact with an individual client
- receiving phone calls from guests
- assistance for the manager in achieving hotel goals

## **ORBIS S.A. (Accor Hotels Group)**

### **FRONT OFFICE SHIFT LEADER - from 2018**

- maintaining very good relations with business partners
- sharing a creative ideas for sale
- supporting the company in promoting the renaming of the loyalty program from Le Club Accorhotels to Accor Life Limitless, collecting feedback during the ALL event in our hotel and taking care of the positive perception of the event
- cooperation with external companies (Warsaw City Tour, gastronomy, taxi, car rental, spa, events) - providing a strict individual offer to the client's needs
- promoting other hotels in the Accor chain (description of facilities, recommendation of stays, creating individual reservations)
- cooperation with the management, setting and negotiating prices with travel agencies, business and individual clients
- use my very good computer skills to support applications and special hotel programs
- analysis and verification of loyalty program reports, conclusions from the analysis
- sale of rooms, additional up-selling products, sale of conference rooms, organization of events (wedding dinner, business meeting)
- everyday work in an international environment (colleagues, foreign guests)
- loyalty program ambassador, loyalty program application support, calculation of points for stays and conferences
- conducting thematic training and motivational workshops with General Manager for employees of all departments (hotel away training - Heartist Program)

## **CONFERENCE**

- Certificate of participation in the 2021 HR Master conference
- Certificate of participation in the 1st Open Sports Psychology Conference "What is and what is not sports psychology? A trainer through the eyes of children and youth."
- Marketing secrets by Philip Morris

## **LANGUAGES**

- polish native
- english medium advanced